



# STIC Search Report

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Cosmetics & Toiletries & Household products Marketing News

September 25, 2002

**LENGTH:** 140 words

**HEADLINE:** KAO DEVELOPS VIRTUAL MAKEUP SYSTEM

**BODY:**

Kao has developed a virtual makeup system. The customer can put makeup freely on a PC image of her own face. The company is bringing the system around to department stores all over Japan to let customers try it at Sofina (Kao's cosmetics brand) Corner. A video camera takes an image of the customer's face and categorizes it among four types such as sharp and mature face and soft and childish face. The customer can apply virtual makeup freely choosing from three colors of foundation, eight colors of lipstick and four colors of eye shadow. It is possible to change the position of the eyebrow ends. The company has developed image analysis technology jointly with Professor Yoichi Miyake of Chiba University. The image reproduces skin color and luster faithfully so it can create real makeup that is very close to reality.

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Global Cosmetic Industry

August 1, 2002

**SECTION:** No. 8, Vol. 170; Pg. 38; ISSN: 1523-9470

**IAC-ACC-NO:** 92682616

**LENGTH:** 2695 words

**HEADLINE:** 2003 color revolution: four color themes will dominate cosmetic trends next year; whimsical, desaturate, serigraphics and expressionism.

**BYLINE:** McGuire, Nancy; Maffeo, Sunny

**BODY:**

COSMETIC FUNCTION, FORMULATIONS and colors are subject to influences as varied as runway fashion, architecture and technology. Formulators and suppliers alike are challenged continually to come up with new products in response to these ever-shifting trends. A daunting task, but one that Engelhard has addressed by conducting a major forecasting effort each year to develop color and effect pigments to help manufacturers create eye, hair, nail, lip and body products with market appeal.

The company analyzes trends in fashion, architecture, graphic design, home decor, lifestyle technology and the automotive industry. From this careful observation, a long-range forecast is developed for the trends in colors, effects and products 18--20 months before they happen. While Engelhard currently is presenting colors for 2004, the cosmetic trends for the coming months will give you an insight into what is happening now.

#### Four themes

The forecast for next year calls for some new directions, but also an evolution in color and product trends. Four color themes will dominate.

**WHIMSICAL.** Pastels with subdued neon and touch brushed with fairy dust define this color palette. Sky blue, lilac, tender green, pink and apricot are tinged with grayed overtones and sprinkled with neon pink and orange. The mood created is one of spontaneity, enchantment and fantasy. Finishes and effects will become more subtle. "Played down," "whitened," "dusty," "precious" and "delicate" all describe how these colors appear. The dramatic sparkle and glitter popular in recent years now share the spotlight with a softer side--shimmer.

**DESATURATE.** This sophisticated palette is a departure from everything that has been trendy in the past few years. The colors--steel blue, verdigris, lead, brass, polished copper and rose gold--might be called "new metallics." They represent refinement, softness and nostalgia for the art deco aesthetic of the '30s, with its rounded architecture, glazed Bakelite plastics and streamlined fashion. The look is that of brushed or oxidized metal, neither matte nor shiny. Silver tones become the played-down complement to rich gold hues. Coppers remain important, especially coppers tinged with rose quartz.

**SERIGRAPHICS.** Presenting a slant on familiar colors, this palette juxtaposes a tone with its darkened version to allow play with shade and light. Ocher, crimson, blues and greens in duos are used to create chromatic abstractions. Influenced by pop art and computer morphing, this approach is both wry and sophisticated.

**EXPRESSIONISM.** This palette is bold in a theatrical sense. Here, style is borrowed--and blended--from the East and the West. Lacquer reds, amaranth and mock-blacks are paired with matte creams. The strong effects and contrasts of operetta makeup and kabuki masks are combined. There's also an emphasis on the refinement and artistic effervescence of the '30s.

#### Surprising effects

The types of products that will feature these palettes and their uses also offer some surprises. Overall, the look will be one of sophistication and subtlety, with some fun and unexpected twists.

The whimsical colors and effects will be found in body crayons, body powder and shimmer used as an accessory. Eyebrow pencils and wands are the latest place for color, shimmer and iridescence. Eye shadows and liners will reflect two-tone pastel shades and a whitened fluorescence in certain markets.

Lip products, too, will reflect vibrant pastel shades and will be finished with sheer glazes and glosses. Nail polishes will retain their shimmer or luster, but now may feature a semi-matte topcoat, allowing shimmer and layered transparent iridescence to reflect from beneath.

Gradated effects will be seen in hair dips and highlights. Pastel and neon colors will be worn on hair, not for shock value, but in a more tonal, artistic fashion. Hair sprays will be enhanced with colorful or monochromatic soft sparkle.

The desaturate palette will be seen in skin products that glisten with platinum, silver, copper and bronze tones and hair products that feature metallic glazes. Far from showy, the look is both subtle and rich, with creamy and powdery textures merging.

Recolored neutrals will shimmer on eyelids, with taupe browns and ash grays becoming especially important. Accentuated shadow effects will add new elements to the smudged and lustrous eye. For example, a soothing organic camouflage emerges, very unlike the recent trend for camouflage already stale in its old military style. This new camouflage is made with a soft yet colorful and sophisticated palette of mineral tones lit up by slivers of quartz.

Lip products will match and complement eye shadows in a monochromatic palette, creating a smooth, polished appearance.

In serigraphic-themed products, color inversions will surprise, playing with shadows. Inversion in this theme evolves from a manicure style, a deep-toned nail lacquer tracing the moon-shaped matrix of the nail, for example. The matrix of the nail is then finished with a light or transparent tone. We'll also see monochromes, trompe l'oeil effects, and cosmetics used similar to decals. Cosmetic textures will be chalky and matte, with a touch of transparent or low-luster color on lips. Color pencils for the eyes, lips and body will be used to accentuate or minimize natural contours. A monochrome approach to hair, eye, and lip products will create a pulled-together look. Packaging will be graphic and boldly colored.

The emphasis is on eyebrows and eyelashes in the expressionism color theme. Colored eyeliners will be used to draw exaggerated lines. False eyelashes, elongated with spiked and short hair or demi-lashes, will complement the look. Rich, warm tones of wines and burgundy and plum will appear on lips and nails with luxurious lacquer-like textures. Powder and liquid foundations will feature pale tones and matte finishes.

#### Pigment Alchemy

Key to achieving most of these looks is the right combination of color and effect pigments. Cosmetic companies can stay ahead of market trends by working with pigment suppliers to create novel products with consumer appeal.

Effect pigments, in particular, offer formulators a broad range of possibilities. These include:

- \* Iridescence
- \* Cosmetic colors that offer the illusion of being lit from behind
- \* Color that shifts and moves as viewing angle and light change
- \* Color layering through the use of transparent pigments
- \* Soft, shimmering, pearly effects
- \* Metallic finishes
- \* Sparkle

The transparent quality of effect pigments also makes them particularly appropriate for use in cosmetics formulated for people with darker skin tones, because traditional absorption pigments, such as titanium dioxide, can look chalky on these skin types.

Using effect pigments, formulators can create an almost unlimited array of visual and color combinations that create freshness in familiar products and respond to new trends in the cosmetics market.

#### RELATED ARTICLE: STOREFRONT

##### \* fall collection 2002

Before we get too far ahead of ourselves, following are several of the Fall/Winter 2002 color collections from a variety of manufacturers.

#### Almay

Tempt Your Palette eye kits contain three shades of Stay Smooth Beyond Powder Eyeshadow paired with a blendable, cream-to-powder primer. Key colors are Tempting Wines (beige, peach, burgundy), Tempting Berries (plum, mauve, white) and Tempting Spices (copper, deep moss, beige). Available September at mass retailers, \$ 6.25.

Tempt Your Palette lip kits feature two blendable shades of One coat Lipcolor coupled with a lightweight lip balm. Key colors are Tempting Wines (mulberry, mauve), Tempting Berries (bordeaux, deep mauve), Tempting Spices (light mocha, cinnamon frost). Available September at mass retailers, \$ 8.75.

Tempt Your Palette cheek palette is a dual, split-pan compact combining a lightweight cream blush with a conditioning pearlized highlighter. Key color is Tempting Berries. Available September at mass retailers, \$ 8.75.

#### Origins

## 2003 color revolution: four color themes will dominate cosmetic trends

Underwear for Lids, delicate eye color in crease-free, creamy formulations, reminiscent of 1940s glamour. Key colors are Pink Wink, Green Glimpse, Brown Blink, Silvery Stare and Beige Gaze. Available now at select department stores, \$ 12.

## Revlon

Brush-On Shine, a precision brush applicator for the ultimate in shine and shimmering color on the lips. Key colors are Amber Ablaze and Mulled Cider. Available August at mass retailers, \$ 8.75.

Revlon Eye Glossing, a luminous effect that enhances eyes with a smooth, cooling, shimmering formula. Key colors are Amber Ablaze, Autumn Leaf and First Frost. Available August at mass retailers, \$ 5.50.

Smooth-On Blush Trio precisely contours, colors and highlights cheeks for an overall warm glow. Key color is Toast of New York (a blend of three neutrals). Available August at mass retailers, \$ 8.75.

## Chanel

Limited edition Les Perles De Chanel Pearl Face Effects multi-purpose compact illuminates skin, whether applied on the eyelids, cheeks or lips. Key colors are iridescent tones of pink, white, gold and green. Available now at department and specialty stores, \$ 65.

Ombre Unique wet/dry-application eye shadow comes in a variety of matte, frost and satin finishes for looks from natural to dramatic. Key colors are Vega (taupe), Nova (chocolate), Fracas (silver blue), Thbou (burgundy) and Frou-frou (pink). Available now at department and specialty stores, \$ 21.50.

Double Contraste, a multi-use palette with two cream blushes, two lip glosses and a natural mini lip pencil. Key colors are natural, pink and plum tones. Available now at department and specialty stores, \$ 60.

## CoverGirl

Twilighting Outlast Shimmers Shade Enhancing Topcoat that delivers glossy shine to lips. Key colors are amethyst, copper, crystal, platinum, quartz and topaz. Available September at mass retailers, \$ 4.75.

Twilighting Professional Eye Enhancers One-Kit pressed powders that blend beautifully to accent the eyes. Key colors are Storm, Winter Sunrise and Autumn Sunset. Available September at mass retailers, \$ 2.70.

NailSlicks with a 3-in-1 formula that provides base coat, color and top coat in one step. Key colors are Twilighting, Winelightning, Champagne and Moonlight Available September at mass retailers, \$ 2.50.

## Babor

Chic Lip Color is long-lasting and smudge-proof, treating lips with vitamin F, aloe vera and silk proteins. Key colors are Woodrose and Copper. Available August at select spas, \$ 15.

Chic Liquid Eyeliner allows variable intensity and can also be applied over the whole eyelid with a moistened applicator or brush to be used as an eye shadow. Key colors are Black, Silver Grey and Metallic Green. Available August at select spas, \$ 12.

Chic Powder Blush is a delicate powder-rouge with a silky-soft texture. Key colors are Smoky Rose and Sunset. Available August at select spas, \$ 25.

Chic Nail Color is a fast-drying nail polish that strengthens and cares for nails and does not contain toluol or formaldehyde. Key colors are Woodrose and Copper. available August at select spas, \$ 15.

## Sothys

Multi-shimmer Art Brut has a light, satiny texture that creates a sensational effect of extreme sparkle. Key colors include pearlescent tones in five shades of gold and copper. \$ 28.

Classique Lipstick, a timeless lip tint with a satiny formula for excellent coverage and flawless makeup. Key colors are Terre tribale (red-brown) Chair nue (pale pink). \$ 16.

The Humeur Nature Soft Lip Pencil creates a soft line around the lip contours that blends easily with lipstick and provides a long-lasting look. Key color is Terre tribale (red-brown). \$ 13.

Pearly Duo is an innovative double pencil that combines eye shadow and eyeliner for women on the go. Key colors are Seconde peau gold and Vert bronze. \$ 22.

The Humeur Nature nail enamel features sothys' unique scarabe formula, a variable color effect on the nail that causes it to change colors when hit by the light. Key color is Feu sacre (red and gold). \$ 12.

#### VIP Cosmetics

Lipomatic Series of lipstick and complementary lip liners offer smooth and easy application. Key colors are Pink Candy/Candy Heart/Heartbeat and Brown Amber/Amber. Available now at select spas and online, lipstick, \$ 9.20/liner, \$ 6.

#### WHAT'S IN A NAME?

Makeup follows the latest consumer and lifestyle trends, yet is essentially a fashion phenomenon. Now, new research shows that people may prefer a color called avocado to one dubbed light green--even if the two shades are identical. At the American Psychological Society's annual meeting, Jeanine Skorinko of the University of Virginia in Charlottesville demonstrated that, when rating preferences for certain shades, people will choose one color over others based on its name. Reuters reports that she and her colleagues decided to conduct this study when they realized that many cosmetic companies give products elaborate names that often don't relate to the actual color. They tested perceptions of color names by presenting 235 people with four different shades of either blue, green or brown. All of the colors were given elaborate names except one, and the researchers altered which color received the generic name for different viewers. Each person was asked to rate the colors in order of their preference. Overall, the generic name was rated worst--either third or fourth. The actual shade of the preferred color didn't appear to make a difference. Respondents appeared to be influenced by color names when selecting their favorites, although none actually stated the name was the reason for their decision.

Could it be possible to influence consumers to buy products they don't want, simply because the name is appealing? Opportunities for securing your audience in a point-of-purchase environment do exist with the simple clever naming of the product's color. Capture the essence of the product creatively by attending to the naming process throughout its development. The name should reflect its color, scent, key ingredients, function and target demographic, as well as current trends and the company's brand identity. The worldwide market for cosmetics will represent \$ 23.6 billion in 2003, according to Euromonitor. Don't miss out on your piece of the--key lime--pie.

#### BACK TO BASICS

To help in your color scheduling for 2003, Pantone, Inc. offers The Pantone View Colour Planner for Spring/Summer 2003 and Fall/Winter 2003/2004. The color consultancy forecasts color trends for summer that reflect society's need for a sense of balance to the growing dichotomy in life--one that depends on technology but that creates a reactive need for simplicity and peace. The focus for the season will be on palettes that balance each other out, being either distinctly loud or quiet, dramatic or understated. Its Basics palette includes the must-haves for the season: shades of cinnamon, star white, wind chime and raven. The six categories of color for end-use in hair, lips, skin, blushers, nails and eye products also are shown on the previous page.

Pantone's Fall/Winter 2003/2004 palette represents the need for society to look at itself as vulnerable and fragile, while moving on to embrace comfort in familiarity. The classic shades draw strength from the past as we move into the future. The palettes are much more tonal and monochromatic--familiar, classic and comfortable. While there are some bold shade included, they are in combination with muted, dusty tones and neutrals. The cold-weather Basics palette of must-have colors includes Stretch Limo, deep red brown and garnet. Its categories for end-use are broken down differently than spring and summer--grouped by product identity--and includes a Golden Shower palette for scents.

The Pantone View color planner books are available from Pantone, Inc. 201-935-5500, [www.pantone.com](http://www.pantone.com)

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July 9, 2002, Tuesday

**KR-ACC-NO: HP-FURNISHINGS**

**LENGTH: 528 words**

**HEADLINE: Participants at High Point, N.C., Fabrics Trade Show Hear about Color Trends**

**BYLINE: By Richard Craver**

**BODY:**

The home furnishings industry has so embraced color trends in recent years that a time gap doesn't exist anymore with the fashion world, a Pantone spokesman said Monday.

"Colors in fashion and in home furnishings are translating in almost a synonymous pattern these days," said Tod Schulman, textile marketing director for Pantone.

"I can't guarantee you that 100 percent of the color trends in fashion and apparel will make it into home furnishings. But I would say at least 60 percent will because colors have taken on dual purposes with the way they are being used in both industries."

Pantone offered a look at its Colour Planner for winter 2003-04 during the opening day of the Showtime fabrics and leather trade show.

The pace at which color trends are moving into home fashions has convinced Pantone to offer its presentations on a multi-faceted basis, Schulman said.

"That way, we can present an overall look at specific color trends while recognizing that each industry (including cosmetics, apparel and industrial usage) will find their own essence in the color trends," he said.

Schulman said the panel that chooses the Pantone color trend put together its winter 2003-04 outlook shortly after the Sept. 11 terrorist attacks.

"Many people didn't want to talk about color at first," Schulman said. "But when we did, we reflected on colors that spurred thoughts of nostalgia, of safer times in a very fragile world.

"The color tones we came up with reflect those feelings."

Most of the nine color patterns offer a balance between dark and light palettes, what Pantone referred to as border-lines. The panel also drifted away from recent trends of bright, acidic colors.

Many of the 10 patterns featured deep red, copper or suede-looking colors balanced by off-white, turquoise, pink and yellow.

The "Virtual" pattern looked toward suede and corduroy appearances with light browns in displays reminiscent of the 1950s or Miami deco.

Meanwhile, the "Winter Dawn" look offers a paler look at neutral colors with dark blues and olive greens.

A frozen, glacial look captures "Midnight Snow," which uses the whites as almost a frosting to the dark blues and grays.

High Point Enterprise July 9, 2002, Tuesday

For those looking for a simpler look, the "Eclipse" pattern offers lighter browns with neutral palettes.

Both the "Sideral" and "Idealism" patterns feature smoky, dusty looks to turquoise, pinks and lighter greens and blues.

The "Neoclassic" look takes on an era of metal imagery with its coppers, bronzes and deep reds.

An autumn look is captured in "Poetic," with the browns, blues and purples taking on a bruised tone.

The "Emblematic" pattern is the only scheme that features a blend of dark colors together and light colors together.

"The number of colors available to the home furnishings industry continues to grow (to 1,932 as registered by Pantone)," Schulman said.

"How those colors will be used ultimately depends on how long homeowners continue to embrace staying at home and thinking of their home in nostalgic ways."

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To see more of the High Point Enterprise, or to subscribe to the newspaper, go to <http://www.hpe.com>.

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February 25, 2002

**LENGTH: 655 words**

**HEADLINE: HOPE FOR BEAUTY ADDICTS**

**BYLINE: Raoul J. Chee Kee**

**BODY:**

Women today have things easier. There used to be a time when they would wake up to find that their signature fragrance or that perfect red lipstick had been discontinued, never to be scented or seen again. Now, by simply surfing the Web, they can find people who will sniff out that last bottle of Metal by Paco Rabanne or what-have-you.

When it comes to discontinued lipstick and eye shadows however, women click on to the Three Custom Color Specialists' website, [www.threecustom.com](http://www.threecustom.com).

The trio behind the company - Trae Bodge, Scott Catto and Chad Hayduk - has over 30 years of combined experience in the beauty industry. The first two were in the country recently to introduce their fairly new company to the press although their products have been available at Beauty Bar outlets for a couple of years now.

Ms. Bodge said that although they are known for mixing defunct lipstick shades, half of their sales come from purchases of premixed lipsticks and eye shadows. Some of their celebrity clients include singer Jennifer Lopez, actresses Juliette Binoche, Penelope Cruz and Sex and the City's Sarah Jessica Parker. One of their more popular products is a

10- lipstick compact dubbed A Century in Red where each lipstick square represents the signature shade from each decade in the 20th century.

"Fifty percent of our business consists of phoned or mailed orders for discontinued colors. Sometimes though, women call up after seeing an actress or public figure wearing a certain shade of lipstick on TV. For example, when Barbara Walters interviewed Monica Lewinsky, we received a flurry of inquiries. Women wanted to know what lipstick she was wearing because, honestly, she looked great. It so happened that the lipstick by Club Monaco sold out in a few days so we mixed up a batch of our own and that did very well, too. When Club Monaco was finally able to restock the lipstick, we told our clients to buy from them directly."

Ms. Bodge added that they are often approached by movie and theater makeup artists who have a specific look in mind. If they cannot find what they are looking for in other makeup brands, they go to 3C where they can choose to mix their own shades.

One of the company's most recent film "collaborations" was with the makeup artists for the camp Hollywood movie, Zoolander, that starred Ben Stiller as an egotistic male fashion model. Other collaborations have included Aida and The Lion King for theater, and Center Stage and The Royal Tenenbaums in movies.

The 3C counters at the Beauty Bar outlets are made up of the traditional lipstick and eye shadow testers as well as a number of lip liners and eyeliners but as Mr. Catto pointed out, the first two are divided into warm and cool tones.

"We train our staff to give helpful suggestions to customers who have a hard time deciding on a shade. The warm tones work better on skin with yellow undertones while the cool tones are made for those with bluish undertones. Even our eye shadows are divided the same way so that women will have an easier time choosing complementary shades," Mr. Catto said.

Asked if they had one shade of lipstick that looked good on almost everyone, Ms. Bodge volunteered Beautopia, a reddish brown tint that they mixed for the cast of a small independent film with the same title.

Those who are allergic to lanolin (a fatty substance obtained from wool) might want to do a patch test before buying a pot of lipstick or lip gloss as it is one of the active ingredients in both products. Other active ingredients listed include petrolatum, mineral oil and castor oil.

Mr. Catto said that they have recently come out with a range of brow powders that can be applied either wet or dry.

"We plan to come up with pressed and loose powder, bronzer and foundation," he said. "In the meantime, women can choose from our premixed colors as well as our extensive library of lipstick shades."

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**RDS-ACC-NO:** 2804859

**LENGTH:** 1873 words

**HEADLINE:** Color Guard

**HIGHLIGHT:**

Intercos recently set up a 100,000 sq ft plant in Rockland County, NY, and is opening a 350,000 sq ft plant in Dovera, Italy

**BODY:**

Behind the world's top beauty brands: The many shades of the Ferraris.

photos omitted

In a dreary, industrial outpost of Milan, a businessman with icy blue eyes wearing a pinstriped suit presides over the beauty industry's Ground Zero, deciding which colors, formulations and textures will find their way to women's makeup bags around the world.

Since founding Intercos, the world's leading supplier of color cosmetics, in 1972, Dario Ferrari's commitment to high technology and client confidentiality has made him one of the most powerful executives in the business.

"I think there's no beauty company in the world that he doesn't produce for," says Dominique Szabo, senior vice president of global lifestyle trend and innovation at Estee Lauder. "We know we can go there and get the best formulas."

Indeed, in three decades, Ferrari has built an empire, expanding his first Italian plant into five others, and opening Intercos offices in Paris, Barcelona, New York, Osaka, Seoul, Taipei, Singapore and Devon, England.

Last year, Intercos reported volume of \$120 million., up 30 percent from 1999. Ferrari expects sales to hit \$153 million by 2002.

Intercos produces three million units of color cosmetics -- powder products like eye shadow and blush, lipstick, foundation and mascara -- annually. If Ferrafra has his way, he will double production in the next five years, through a combination of acquisitions and potentially taking the company public.

On a recent afternoon, Ferrari, tanned from a regatta in Key West the previous weekend, discusses his plans in a conference room decorated with mock-ups of Picasso portraits, Klimt's Kiss and other masterpieces, all rendered in Intercos tins of colorful, highly textured powder.

"We've grown for two reasons: we were small but already solid. And at the same time, the market completely changed," says Ferrari, a modern art collector and sailing aficionado who keeps his two regatta boats both named for his wife, Medina at his homes in Portofino and Miami. "The large cosmetics companies, which originally produced everything in house, began to outsource a lot of their products and open their doors. That's really happened in the past 10 years."

Ferrari tends to explain his company's success or failure in geopolitical terms.

In 1991, Ferrari says, the company's sales suffered, because "everyone was grappling with the Gulf War, with AIDS. Everything was gray and beige and there was so little interest in color."

But in the past decade AIDS and other chronic crises notwithstanding color cosmetics sales have boomed, and Ferrari has profited.

While Intercos's started out in powders, it now produces the full range of makeup products, from primary materials to what is known in the trade as "full service," which means that clients can order not only formulas and textures, but also packaging.

"There's no more time for beauty companies to develop products. They have to be ready immediately," Ferrari says. "Our mission is to create trends and to have the right products at the right moment."

To satisfy the growing global demand for color cosmetics, in 1999, Intercos opened a production plant in Malaysia. In January, in a move to strengthen American production, Intercos added a 100,000-square-foot plant in Rockland County, N.Y. The U.S. accounts for nearly 50 percent of the company's sales.

"In some sense, we're practically becoming an American company. We're there as production facility and also with marketing and local research and development offices," says Ferrari, who at 58 has only a few streaks of gray in his sandy hair. "The U.S. is our number-one priority."

Ferrari is also consolidating Italian production, closing three of the existing Intercos factories and opening a modern, 350,000-square-foot plant in the northern Italian town of Dovera.

"We have to consolidate Europe, grow in the U.S. and confront Asia," he says.

So Ferrari is making the rounds of analysts and says that he will decide by June whether to go public by the end of this year.

"We're not in a rush, so we can wait for the right moment," says Ferrari, who owns 80 percent of Intercos. French bank Paribas holds the remaining 20 percent. Most likely, he would float an offering in Milan, although he acknowledged the possibility of going public in New York.

photo omitted

Intercos, which employs 950 people in Italy and 100 in New York, reflects Ferrari's family approach.

"My mother is a chemist and when I was growing up, she ran a skin care company in Switzerland. It is my mother's fault-or perhaps credit-that I got involved in cosmetics," Ferrari says.

At 76, Ferrari's mother, Nadia Avalor, still maintains her Swiss skin care company, CRB, which Intercos bought in 1983. She also serves as Intercos's president, with Ferrari as chairman.

As Ferrari speaks about his company, Avalor, spry, blonde and with the same steely blue eyes as her son, walks in to consult about a formula. Ferrari wants a new product that Avalor says is not yet ready in the laboratory.

"Va bene, mama," Ferrari says, as Avalor returns to her research.

Intercos is a prime example of the family-run Italian business model. In addition to his mother, Ferrari works closely with his wife, Madina, who serves as the company's creative director and also has her own color cosmetics company, called Madina Milano. Ferrari's brother, Andrea, oversees the purchasing department.

Ferrari's daughter from a prior marriage, Arabella, handles marketing, while Madina's two children from a previous marriage, Matteo and Sibilla, work respectively in the Intercos sales division and for Interfila, a pencil producer that Intercos acquired in 1992. Ferrari's two younger sisters, Dania and Jo, work with Madina in the Madina Milano makeup company.

Together, the Ferraris have one son, Gianandrea, 18, who is clearly being groomed to enter the family business.

"He'll be here soon," Ferrari says, smiling.

Ferrari's mix of unbridled ambition and smooth Italian elegance make him unique in the beauty industry.

"I remember when he used to come to the offices, every woman in the company was fainting," recalls Szabo, who has held management positions at Guerlain and Lauder, and has known Ferrari for 20 years. "Now he's a little older, but he's still beautiful. He's totally Italian. He cannot live without pasta, he always has the best outfit and shoes. The whole company is like that. Every single person in that company speaks three languages: Italian, French and English."

This might be a slight exaggeration, but the comment is indicative of Intercos's way -- and Ferrari's remarkable charisma -- over even most experienced executives.

At Cosmoprof, the annual cosmetics trade show in Bologna, directors from the world's prestige beauty brands can often be found mingling at Intercos's elaborate stand and cafe, sipping espresso and waiting for Ferrari to grant them an audience. Last year, Intercos wowed buyers with its six-room "trend tunnel," a two-level extravaganza devoted to associations of sensory pleasure. Rooms ranged from "Secret Garden," replete with lily pads, a waterfall and a metallic spider's web encrusted with butterfly-shaped eye shadows, to "Ironic Chic," a kitchen decked out in psychedelic colors, and featuring plastic food and fluorescent makeup colors.

"Dario's great success is that he's an innovative marketer," says Italo De Vita, director of the international division for Italian makeup brand Diego Dalla Palma and a longtime acquaintance of Ferrari's. "Companies send their project managers there and leave with all kinds of ideas. He's doing the companies' homework."

Last year, Intercos spent \$14 million in product development, creating machines that use laser technologies, and sending its employees out in search of the new.

photos omitted

"We have offices all over the world that send us information about the direction of color, trends, what's working, what's not working," Ferrari says.

Laboratories at the Italian headquarters in the Milanese suburb of Agrate Brianza hum with activity. Centrifuges swirl, and researchers mix the formulas that will become next season's must-have lipglosses, lipsticks and mascaras. Posterboards with the words "environmental" "timeless" and "experience" and various tubes and compacts hang from the walls.

The Intercos headquarters also features an "innovation workshop," where clients examine new colors and textures.

"They have the technology to use lasers on powders, and it is amazing," says Szabo. "I always say that everything in make up is like pastries and petit fours: if you look at it and it has an appealing appearance, you want to buy it. The visual aspect is very important."

Intercos is known for pioneering visually pleasing techniques like overspray, in which eyeshadow and other powder products are given several layers of texture and color, and printing, like the highly detailed, three dimensional Medusa symbol Intercos created on Versace blushes.

But Intercos is also known for its hermetic approach to client confidentiality, and Ferrari implores journalists never to publish the names of any of his customers.

"We have the great fortune to work with the most important companies in cosmetics and we have to manage it very carefully. We guarantee each client that whatever they tell us, whatever they ask us, dearly remains between us," Ferrari says. "They know that when they come here, we are like the three monkeys: We don't see, we don't talk, we don't hear."

Beauty company executives -- many of whom would only agree to speak about Intercos anonymously- say this confidentiality is key to their relationship with Ferrari.

"You are always extremely well received, and you know that you might be there when Revlon is there. But the people at Intercos are extremely discrete and whoever is there, you don't see them," says Szabo. "When we go to Intercos, we never speak about the competition. Never, never, never."

Intercos provides its client with exclusive formulas, and its biggest customers maintain their own office spaces within the Italian headquarters.

As he weighs a stock offering, Ferrari's famous discretion may face challenges.

And Intercos's success might be spreading the company a bit too thin, some say

"We hired Intercos to develop the entire range of our products, because we were looking for the best technology and quality," says the managing director of a European beauty firm, adding, however, "Occasionally, the volume of Intercos's clients causes their customer service to be a little weak"

Still, like their competitors, this company keeps returning to Intercos, seeking creativity.

"Even the leading companies, with their large research and development divisions, can't do it all on their own. Money isn't enough. You must have the culture of innovation," says Ferrari. "For years, we've been coming into work in the morning and saying 'we have to invent a new product today.' That's the basis of our survival."

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**MAKEUP THAT MATCHES;**

Cosmetic companies are scrambling to win over their newest target audience: women of color. From drugstore to department store brands, ethnic women now can choose from a wide variety of makeup that complements their skin.

**BYLINE:** Beth Thibodeau; Staff Writer

**BODY:**

Women spend billions of dollars on cosmetics each year and the competition for those dollars is fierce. In the mid '90s, cosmetic companies began to look at different ethnic groups \_ including blacks, Latinas and Asians \_ as an untapped market.

While black women once relied almost exclusively on Fashion Fair or door-to-door sales of Mary Kay or Avon, almost every major brand of cosmetics now attempts to cater to women with darker skin.

Department store brands such as Clinique, Bobbi Brown, Estee Lauder, Lancome and MAC carry a wide range of colors in powder, foundation, lipstick and eyeshadow. Drugstore brands such as Revlon, Maybelline, Almay and Cover Girl also have followed the trend.

Smaller companies have developed, too. Black Opal, for example, includes foundation and powder for black women.

Iman, the black supermodel, created her own line of cosmetics for women with dark skin in 1994. Originally available on a home shopping channel, Iman products now are sold at J.C. Penney.

The foundations and powders, according to Phyllis Gadegbeku, a local Iman cosmetic consultant, "start where most makeup stops. The colors pick up at the end of the scale, where other companies' darker shades stop."

"I think cosmetics companies finally woke up and said, 'How are we going to get these customers?' " said Maggie McQuestion, cosmetics sales manager at Herberger's Rosedale store. "They have really put an effort into developing products for minorities."

Local trendsetter

In 1994, Susan Yee took matters into her own hands. The Anoka-based cosmetics company she started with her husband, Larry Weinberg, and a sister, is the result of her own frustration with being unable to find makeup that matched her skin tone.

Zhen cosmetics caters specifically to Asians or women with a yellow undertone. Initially, the company, which has been featured in Vogue, Mirabella, Forbes and Fortune magazines, sold lipstick and eye shadows and a range of foundation colors and powder.

"We placed ads in Asian magazines and the phone started ringing. We started out of our kitchen," Weinberg said. Much of their business is by mail order or through their Web site (<http://www.zheninc.com>).

"[People] are so happy to find someone who has colors and foundations that match them," Weinberg said. At a recent convention in Texas, "the overwhelming response to our products from people was, 'Finally.' "

Such response is quickly turning Zhen into the Fashion Fair for Asian women. In the United States, Zhen products are mainly sold at J.C. Penney stores on the West Coast, but they're marketed internationally through the company's Web site.

"It's hard for people on their own to find makeup that looks good," Weinberg said.

That's especially true for Asian women, he said. "Most people don't know what colors to use. Maybe 95 percent of the products available have pink undertones."

It's personal

One of the reasons for the appeal of Zhen and Iman cosmetics is that they focus on women of color, rather than having just part of their line designated for darker skin tones.

As Gadegbeku put it, "If I can't find a foundation to match my skin tone, why should I buy a lipstick? I take it personally."

That has also been one of the keys to success for niche leader Fashion Fair. The company was founded in 1973 as the result of an observant producer and director of Ebony magazine's Fashion Fair show. Eunice W. Johnson watched black models mix makeup to create foundations to match their skin tone.

Products were developed and mail-order makeup kits were advertised in Ebony and Jet magazines. Within six months, the concept was sold to Marshall Field & Co.

Today, Fashion Fair products are sold worldwide. Beauty advisers maintain lists of information about customers and make calls to tell them about new products and special promotions.

"I like other brands of makeup, but I always come back to Fashion Fair," said Saida Lewis of St. Paul.

"Fashion Fair has more depth and richness. The colors show up more vibrantly," McQuestion said. "And it's based on ethnic skin," she said, referring not only to the makeup, but also to the line's skin-care products.

And whether you desire the customer service of a department store or the lower prices of a drugstore, women of color now have a choice.

"I use Fashion Fair. I've even used Mary Kay and I like Iman, too. I used to buy them [department store brands] as I could afford them. Now, as a black woman, you can go to any counter, try anything," Lewis said. "But Revlon and other companies have given us options. They're making it affordable for women of color to buy makeup."

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\_ Look for more bargains \_ including a Buyer's Edge tip of the day \_ at <http://www.startribune.com/shopping>.

Some makeup resources for black women:

- NubianBeauty (<http://www.NubianBeauty.com>) was created to be a one-stop shop for black women searching for health and beauty items.

- Women of any color who are on a budget will appreciate the prices at <http://www.Beautybuzz.com>. The "look-alikes" section lists inexpensive alternatives to higher-priced beauty products. To get there, click on "colours" on the site's main page.

- Look for tips in "The African-American Woman's Guide to Successful Make-up and Skin Care" (Amber Books, \$14.95) by Alfred Fornay. Chapters in the book cover what Fornay calls skin classifications and include information on makeup application.

While products by Revlon and Clinique may be easy to find, niche products often aren't as well advertised. Here are some products that cater to minority women, and where to find them locally.

- Black Opal cosmetics are available at Ulta stores. Prices start at about \$5.

- Look for Iman at Penneys stores in Southdale, Rosedale, Ridgedale, Burnsville Center and Brookdale. Like Clinique and Estee Lauder, Iman offers a gift with purchase promotion twice a year \_ usually in the fall and spring. A current promotion includes a kit containing two lipsticks, blush, nail polish and a makeup brush for \$18.50 with any purchase.

- Zhen cosmetics can be ordered through the company's Web site (<http://www.zheninc.com>) or by phone. For a free catalog, call 1-800-457-8455.

Prices range from \$12 for a lip pencil to \$20 for foundation.

- Fashion Fair is available in the Twin Cities at Dayton's (downtown Minneapolis, Southdale and Brookdale) and at Herberger's (Midway, Southtown and Rosedale).

Fashion Fair also has a gift with purchase promotion each spring and fall. That may be the best time to stock up on two of their best-selling products: Vantex (\$16.50), a cream to help lighten dark spots, and a product called Cover Tone (\$16).

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#### **HIGHLIGHT:**

Clinique held 30.2% dollar share and a 37.7% unit share in the prestige color cosmetics market in 1998 new colors and delivery technologies being offered in color cosmetics

#### **BODY:**

Color cosmetics for the fall are offering new colors and new technologies for delivering products. In the prestige color cosmetics market, Clinique held a 30.2% dollar share and a 37.7% unit share in 1998, followed by Lancome with a 20.9% dollar share. In terms of category, face makes up 53% of dollar sales in the prestige color cosmetics market with \$965 mil, followed by eye with \$443 mil for 24% of dollar sales. Full text looks at product introductions from Sebastian, Clarins, Almay, Chanel, BeautiControl Cosmetics, Nu Colour, Mary Kay, Amway, Givenchy, Elizabeth Arden, Estee Lauder and Maybelline. Tables rank the top five prestige producers in the color cosmetics market and break down sales by category in the prestige color cosmetics market.

#### A Simple Approach

Gray isn't the only story in the color cosmetics industry this year. Companies are focusing on other colors as well as new technologies for delivering products and helping consumers choose what's best for them. Sebastian is keeping color choices easy by minimizing SKUs.

The result is Lust, a four-piece, one-color makeup collection for fall that features an Identity Lipstick, Pro Lip pencil, graphic liquid eyeliner and moisturizing glow gel for face and body. The makeup focuses on individualized areas of the face, such as the eyes or lips. The company said in order to achieve this, a single color was needed that was so rich and luscious it would tempt the eye and fixate the mind. "As our company streamlines and becomes more minimalistic, consumers are streamlining their lives. Lust is a product line that reflects that, with only four SKUs offered," said Eric J. Allen, coordinator, Trucco education and research and development.

photo omitted

This rich raspberry hue becomes even more intense and dramatic when contrasted with a subtle, sheer face. So Trucco introduced a moisturizing glow gel, Skin "Light," which provides a dewy yet subtle backdrop to the face, allowing the hues of the collection to become more intense. Skin "Light" bridges the two worlds of skin care and color cosmetics, creating a pearlescent shimmer with a moisturizer. "While past fashion trends have been minimal, there is now a move to excess as the millennium is upon us. Opposite contrast continues to be a fashion trend and thus a minimal face is needed it's rich color with a simple design. Consumers can use Shine and Glow instead of color for foundation," said Mr. Allen.

Technology has allowed Clarins to play with texture and color to produce products with skin care benefits. The results are two new items for the fall: Smart Stick foundation and Lip Glaze. "Colors that enhance the individual beauty of a woman is what Clarins is concentrating on," said Kara Green, public relations manager for the company.

Smart Stick is a moisture-rich formula that spreads easily and evenly and feels good on skin, according to Ms. Green. The long-lasting transfer-proof benefits will not settle in fine lines, while a stay-true color provides adaptable coverage. The stick helps minimize the appearance of fine lines and imperfections and fights free radicals, pollutants and UV rays with all-natural ingredients as it smoothes, softens and hydrates skin. Anti-pollution complex containing vitamins A, C, E and H, fights free radicals and environmental aggressors while sunflower and olive oil extracts reduce drag during application and provide comfort and moisturize. The sticks also provides SPF 8 protection, said Ms. Green. Key ingredients include micronized and pulverized pigments to ensure long-lasting, stay-true color that adheres to skin and maintains its matte radiance all day.

The new Lip Glaze is an ultra-lightweight, creamy texture that evenly coats lips with just one stroke. It moisturizes and softens lips while offering adaptable, non-tacky, comfortable coverage. A brilliant, high-shine color with lasting properties, it is wax free and protects against free radicals, pollution and UV rays with SPF 8 protection. It is available in 12 shades. A lipstick paper brush, like ones that artists use, is built into the system.

"Consumers want color that is fun, long lasting yet with the feel of a balm. Shimmer in lip gloss and nail colors were so well liked by consumers that it was incorporated into eye products," said Ms. Green.

Almay executives insist that consumers don't want more choices but rather help to make the right choice. Almay offers shades for day and night that complements blond, brunette and auburn hair color. "We have had much success with this helping system," said Eileen Higgins, vice president of product development, Almay. "We will be adding hair colors into our advertising and wall units to help make life easier for consumers."

For fall, Almay is concentrating on mauve. Keeping with the philosophy of matching hair color to color cosmetics, the company is introducing Ease into Twilights lipcolor with corresponding Amazing Lasting Powder Shadow. For blondes, the lipcolor comes in twilight or mystique with the powder shadow in amethyst. Brunettes can apply star or

moonlight on their lips with the powder shadow color of shell on their cheeks. Redheads can dab their lips with sunrise or twinkle, accented with the powder shadow of granite. For nails, Almay offers One Coat Nail Color coordinating shades of twilights, heavenly, star and oyster.

The color team at Jane Cosmetics accents the hot colors of the fall season, but Jane's emphasis is on the shades of autumn leaves. "Brown, not the classic one but more toward red/orange brown, gold and shimmer are the colors for this fall," said Jane's Sara Tallman, product coordinator.

"Fashion this year has gone toward an orange hue, which is accented by brown with a gold or bronzy look. Tan is back, in bronzy shades. Sheer and shimmer are being used on the body and the face. Gray influence is still around," said Tara Cohen, product manager, Jane color team.

Chanel's color collection features a Season of 1001 lights. "This year is the final step into the millennium and direct influences of sparkle and shiny products are seen. But they will be out in 2000!" predicted Annette Falso, public relations manager, Chanel.

The company is offering a medium beige for lips and has decided to put sparkle on the face. A shower of stars, with glitter-effect creme makeup for lips and cheeks, offers two coordinating shades: an intense coppery bronze with gold glitter on the rim and a luminous silvery beige in the center.

Women can create their own personal color palettes with Nu Colour Custom Colour compacts from Nu Skin. These customizable compacts allow women to put together the pieces of their own beauty puzzle with removable pans of Nu Colour Desired Effects eye shadow, Subtle Effects blush and MoisturShade Wet/Dry pressed powder, according to the company.

Desired Effect eye shadow is now available in two shades, offering multiple colors that complement every skin tone. Eyes can be accented with radiant colors or natural tones that go on smooth and stay on without creasing. Subtle Effects blush is available in 11 sheer, long-lasting and moisturizing shades. MoisturShade Wet/Dry pressed powder offers long-wearing, flawless coverage that leaves skin naturally radiant.

photo omitted

In addition to the introduction of Nu Color Custom Color, Nu Skin has also added four new shades to the Nu Color Undeviating lipstick family and two shades of Water-Resistant mascara. Minx, dusk, scarlet and flushed are rich lipstick colors that mix and match perfectly with the custom color eye shadow and blushes. As with the other Undeviating lipstick shades, these products deliver moisture, sun protection and vitamins. Water-Resistant mascara (in black and brown/black) lengthens, defines and conditions lashes without smudging.

BeautiControl Cosmetics is offering women the Urban Chic look. Intense, yet sheer, according to company, this collection is said to give every woman "the look of the future and the comfort of the familiar."

The Urban Chic Fall Collection 1999 is complete with eye shadows, blushes, nail colors, lip colors and coordinating lip liners in cool and warm tones. Urban Chic lip and nail colors are subtle and subdued, adding style and individualism to an already chic collection, ranging from a sheer pink raspberry to a rich red raspberry to blackened plum and icy lavender. The warm colors are spicy cinnamon and warm amaretto brick. The company matches each new eye shade and lip color with an existing blush and lip liner.

At Mary Kay, key colors for the fall are monochromatic colors, plums and the continuation of blue from the spring season. "Olive green is also being used in a new dressy way, it's not drab anymore," said Tracey Toay, product manager of global color market, Mary Kay, Inc.

Minimal makeup has a subtle radiant impact-eyes are defined yet neutral, cheeks are freshly flushed and lips are shiny and soft by day, a little more dramatic by night, according to Mary Kay experts. "There is a major juxtaposition between matte and shimmer. It can be worn separately or together so that you have matte lips with a shimmery face. We are seeing this from fashion to fabrics to the face," said Ms. Toay.

Mary Kay's new Semi-Matte lipstick applies easily, providing a long-lasting, semi-matte finish that doesn't feather or bleed. The lightweight lipstick also has a stay-true color that doesn't dry lips. Let it Shine is the company's new shine-on lip lacquer. Mary Kay promotes it as being smooth-gliding, high shining, color-rich gloss that adds luminosity to lipstick or twinkles on its own. It is available in four colors: copper penny, plum shimmer, mocha ice and chocolate eclair.

Mary Kay is also offering Color Storybook, which features a stylish makeup case containing eye and cheek color. "Color Storybook has three shimmer and three mattes together in one organizer. Multiple, new colors are a reflection of the millennium," said Ms. Tony. The storybook is available in two variations: one for ivory/beige skin tones and one for beige/bronze skin tones. Convenient and compact, it comes with a mirror and pockets for makeup brushes and tools. The color palette for ivory/beige consists of pebble and pewter, lilac and lux, and cocoa and cream (for the eyes) and blush, buff and berry colors (for the cheeks). Beige/bronze has the same eye color combinations with buff, berry and brick offered for the cheeks.

Clinique is the Prestige Leader

Clinique is the leading brand in the prestige color cosmetic segment, with a 30.2% dollar share and a 37.7% unit share (Includes face, eye, lip, nail, hair and gift sets)

Brand	Dollar Share	Unit Share
Clinique	30.2	37.7
Lancome	20.9	17.8
Estee Lauder	19.3	17.7
Prescriptives	5.8	5.1
Chanel	5.0	2.9

Source: NPD Beauty Trends

According to the Amway experts at Artistry, the look for fall will feature intense eyes, sheer lips and translucent textures that shimmer and shine with a burst of color. Artistry's three distinctive makeup looks for fall include: Edgy a trendy artistic, unexpected look, mixing non-traditional colors Elegant, an updated traditional look with a sheer matte touch, which uses color to create balance on the face, and Organic, a dramatic, daring and bold look achieved with colors pulled from nature with intensity, creating a dramatic look.

Givenchy Beaute celebrates the millennium with Cosmic Opulence. Featuring color harmonies, contrasting textures and bold highlights, Givenchy's fall color collection connotes mystery, gleam and radiance in shades of gray, red and metal.

Givenchy Beaute's new Mono Eyeshadows were inspired by the color of a winter sky, according to the company. They cover every shade and are brightened with a metallic gleam like the light of a storm, changing from black to darkest gray to pearl with the electric flash of lighting. Nuage Eclair (pale gray), Orage Eclair (deep flannel gray,) Brume Eclair (elegant taupe) and Ouragan Eclair (mocha-brown).

Shiny, shimmering lips complement the eyes with two new lip duos. A single compact contains two shades in two textures--one intense color and one high-shine highlighter. Applied alone, the highlighter creates a transparent, glossy look, but layering one over the other makes lips the light-catching centerpiece of the face. Feu (true red with pearly-pink gloss) or volcan (smoky brown paired with a super-shiny caramel) create sensual, glamorous lips. Matching mini nail lacquers provide a subtle compliment to a glam face. Smokey, mysterious eyes and clear, intense lipcolor are highlighted with cheerful cheeks. Cornaline Blush Prisms is offered in four blush tones.

Elizabeth Arden's Enhancements Collection offers a complete color palette that features three new Cream-to-Powder Cheekcolors three Smokey Eyes powder pencils, four Exceptional lipsticks, two Exceptional Lipstick Lip Talkers and two new shades of Exceptional Lipstick Lip Lip Hooray SPF 15. The color creations mix dark berry shades with light, colorful hues and shiny and matte textures promise a transformation to the "ultra-feminine face."

To capture fall's most sensual look, the company has introduced three new Cream-to-Powder Cheekcolors that deliver silky, blendable, smooth color, highlighting cheekbones with bright glowing nuances (pearlized, shimmer enchantment, soft pink pixie and light peach whimsy). Three new EyeShadow Duos are paired shades with a hint of sparkle and a touch of romance and wonderment at once. The smoky hues, in complementing shades, can be used alone or together for a more dramatic look.

photo omitted

Exceptional Lipstick's glide-on formula leaves lips looking silky and lush with an intense burst of color. According to the company, for fall, the focus will be on shades that make lips look their poutiest and most seductive, with derivatives of red, purple, brown and orange shades.

#### What Will the Millennium Bring?

One of the major themes of this fall's color cosmetics collections is that technology offers consumers great new products as the new millennium approaches. "Consumers are looking for something that is fast that lasts. Consumers want a product that is applied on fast and will be long-lasting in every category," said Revlon's Ms. Mandor.

"Technology and innovations are two trends that will remain strong. Looking toward the future, women want products that provide color, are portable and multifunctional," stated Ms. Park at Estee Lauder.

Technology offers consumers the opportunity to get what they want when they want it, Sebastian's Mr. Allen said. "Consumers want what is hot, what they are used to and something that are comfortable with. We are now seeing products that are multi-purpose in their uses."

Mr. de Raita of Georgette Klinger remarked that technology has made products better. "The biggest influence felt from the millennium is more in technology. Products are lasting longer."

Mary Kay's Ms. Toay said that technology has improved color cosmetics from the actual color being used to the way the product is delivered. "There's been a real surge of color with the approaching millennium. Yellow is in everything. The pearl effect is being incorporated into eyeshadows and lip colors in a luminous way. Products are more high tech, provide better color and stronger SPF protection."

This is evident in many company's efforts to combine color cosmetics with skin care treatment. "Skin care products are a big trend. The vitamin craze has made its way to color," said Ms. Green of Clarins.

"People talk about coverage, not just color anymore. Look at, for example, SPF and antiaging properties most people want to look as good 20 years down the road as they do now. People care more about their skin. Foundation use has expanded greatly over the last 10-15 years. Teens are using products once reserved for people 40 and older. Technology delivers more color, more texture and thus more options," said Ms. Green.

photo omitted

"Technology is the driving force as we enter the next century," said Mr. Patel of Maybelline. "Maybelline will continue to deliver innovative products that are multifunctional, long wearing and easy to use. In addition, seasonal color collections will remain a mainstay through the millennium but they will have shimmer and texture for a more modern effect."

Cover Girl's Ms. Hudgins said that consumers are preparing for the millennial celebration and want fun products that reflect their festive mood and make it easy to look and feel beautiful. "Consumers want fun, feminine shades and new creative products that are incorporating shine and glitter to help them look and feel their best as the new millennium approaches," said Ms. Hudgins.

But the door opening to the millennium seems to be wide open in regard to colors. "Nobody knows how to address it. One group is looking inward, choosing more earthy colors that are not as strong. The second group is more outgoing, using white colors with a lot of shimmer," said Jane's Ms. Tallman.

"The use of glimmer and glam shows that we are on the edge of the millennium, but more colors will be used in the spring," said Ms. Higgins of Almay. "There will be a lot of rule breaking in 2000 with consumers and companies looking for a fresh change."

#### Prestigious Numbers

The prestige color cosmetics market, combining face, eye, lip, hair, makeup and gift sets, accounted for nearly \$1.9 billion in sales last year.

Category	Dollar Sales	Unit Sales	Dollar Share	Unit Share
Face	\$965 million	47 million	53	44

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Eye	\$443 million	30 million	24	28
Lip	\$397 million	28 million	22	26
Nail	\$24 million	3 million	1	2
Hair makeup	\$2.8 million	151,000		
Gift Sets	24 million	1 million		

Total \$1,895 billion 109 million

Source: NPD Beauty Trends

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Group of 10 determines which hues you will use

BYLINE: Mary George Beggs, The Commercial Appeal

BODY:

"Think pink!" shouts the fashion magazine editor to her staff in the movie Funny Face. "Bury the beige! Green's obscene, blue's taboo!"

Her words weren't far from the truth. There are "in" colors and "out" colors, but it doesn't take someone screaming them into our ears for us to figure out what they are.

Several years ago the "in" color was mauve. By their repeated use of it, the folks who decorated restaurants and hotels convinced us it was a soothing, restful color that would help our lobster thermidor go down more easily and send us happily off to the Land of Nod.

People who decorated their homes with mauve were assured of tranquil surroundings, where friends loved to congregate and the dog never messed up in the middle of the living room carpet.

Now mauve has been put away to rest in peace. Dead. Gone. Fini.

"Mauve?" the decorators say. "Yuk."

What has taken its place for 1995-96 can be summed up in five tonal color stories: yellowed greens and aqua blues; reddish hues; whites and neutrals; pinks and "oranged" tones; and a continuation of deep blues and greens. Doesn't exactly narrow it down, does it?

Yet that's the forecast of the Color Association of the United States, an organization that by virtue of its age (founded in 1915) and size (a membership of about 1,000 corporations, manufacturers, mills, interior designers, etc.) has the say-so on the colors we'll be sleeping with, eating with and - since home furnishings and fashion are often related - wearing for the next several years.

It's not, however, set in stone.

"In a sense we're all guessing," said Margaret Walch, assistant director of the New York-based association.

"Good color is what you want to live with. These are colors that are perceived as good colors and the colors most people will want to live with."

It's an intuitive guess, she said, but it's been proven over the years to be pretty accurate, based on scientific principles of color and color cycles.

"We tend to line up with decades," Walch said. "One thing we know is that (this) decade is going to be different. We know that we loved mauve in the '80s, but we're not going to love it as much in the '90s. It will evolve until we have a whole new palette."

How do they know we won't love mauve? "There's a human quest for change or variety. It's like going into your closet and thinking you have nothing to wear. The clothes there are fine, but you're ready to move on. A lot of people think they are dissatisfied with their space when they're dissatisfied with their colors.

"Whatever your favorite food is, you don't want to eat it all the time."

Determining what colors are going to be in is "as simple as getting 10 people in a room and having them project what they think the colors are going to be," Walch said.

Each year in June a group of people who have hands-on experience with color gather around a table at the Color Association office and, within a few hours, have reached a consensus on future colors.

In the gathering are Kenneth X. Charbonneau of Benjamin Moore and Co. paint company; Sharon Clarke-Fodor of Forbo Industries wallcovering company; Murray Douglas of the Brunschwig & Fils fabric house; Diane Facticeau of Queen Carpet; Jack Lenor Larsen of the fabric company that bears his name; fashion designer Mary McFadden; Barbara Schirmeister, an independent color consultant; Linda Thompson, designer with Pallas Textiles; Jay Yang of Jay Yang Designs domestic products; and Marypaul Yates of Yates Weisgal, a space designer.

"They act as somewhat benevolent color dictators," said Walch. "They're able to come up with the colors efficiently because each one comes to the meeting with samples of colors they believe will make up the palette in the coming years.

## The color dictators ,Group of 10 determines which hues you will use The

"They'll say, 'That coffee color is fine . . . that buff looks right . . . that orange looks good.' What's interesting is that by and large they all agree on the colors, and that in itself supports the idea of consensus."

The color experts leave bits and pieces of fabrics and paint chips of all the colors they have forecast. The association then makes up a silk screen color chart to send to its members, which include such diverse groups as the circus (they use the range of colors for costumes and sets) and design schools, which use them to train their textiles students. Cosmetics companies and fashion houses also use their recommendations to determine what they'll offer for a particular season.

"When we talk about projected colors we're talking in terms of color ranges," Walch said. "Obviously it's not going to be one color."

Reddish hues, along with pinks and tones with orange in them, for example, are in the five top color groups; so "orange" could be cinnabar, coral, terra cotta or other shades.

Having a color focus is important both to the home furnishings industry and to the consumer, Walch said.

"Things have to relate to each other and to society," she said. "A cosmetics company has got to know its jar is going to make sense with the towels in someone's bathroom."

"Color coordination helps the consumer know that when she goes shopping there'll be some relationship between the things she's going to buy."

The problem arises when your "in" color is "out" - when you have a passion for peach, say, and can't find it on the market. Or if, as Walch said, "Mauve still happens to be your favorite color, and you can find it only in nine toothbrushes on sale."

Generally the forecast is a summation of tones, Walch said. "We've gotten away from the idea that everybody has to have a mauve piece or a burgundy piece." The color palette is broad enough that similar or complementary shades will be available.

Still, what we see in local stores is greatly affected by those national meetings.

"Colors are pretty much dictated to us by the industry," said Susan Kreft, manager and a buyer for the local Calico Corners fabrics store, one of about 70 franchise stores in the chain. "It makes it easier for the consumer to coordinate fabric with wallpaper, floor covering and paint. Usually the consumer is influenced by seeing certain colors on sofas and chairs and gets used to them."

But consumers should decorate their homes using the colors they like, she said. "Mary Stevens of Waverly fabrics always emphasizes that people should like the colors they live with."

Besides, Kreft said, not everyone can or wants to redecorate his home every few years when colors change.

For those reasons the store tries to keep a large variety of colors in stock, whether they're in style or not, she said. "As a large corporation we have access to many mills and also are able to get closeouts."

Introducing a color that's newly available is one way to update a room

The color dictators ,Group of 10 determines which hues you will use The

furnished with "old" colors, she said. She herself has the roses and blues that were so popular a few years ago. "I updated by pulling out the greens in the fabrics," she said. "I started looking for things with green in them and used a lot of neutrals."

And if that doesn't work, hang on to what you have.

"Anything you love you ought to keep," said Walch. "If you wait a few years, it'll come around again."

**GRAPHIC:** Photo (3),

(Color) Deep greens will remain current in home furnishings for the 1995-96 season, according to the Color Association of the United States.,

(Color) Consumers will likely continue for a while to see deep blues, as in this Milling Road armchair upholstered in blue pile fabric.,

(Color) "Oranged" tones are one of five color groups expected to appear in stores and homes next season.,

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**HEADLINE:** Fun faces: 1993 fall/winter makeup collections

**BODY:**

Maybelline

Meanwhile, over at Maybelline, things are modern, dramatic and emotional -- color that reacts to fashion's mood swings. Winterlight definitely brightens the mood for fall with a light palette that complements the pale oatmeals and winter whites fashion designers are offering this season. Eyes wear lightly contrasting shades with warm honey tones. Then, mascara and eyeliner are precision - applied for a defined, but natural effect. The face is less matte, with a soft glow. Cheeks are lightly blushed with a sheer fresh peach shade and the emphasis is on the mouth -- peachy pale, yet warm, moist and natural for day, with a darker peach tone for evening wear.

Radical, retro and dramatic, the playful sense of costume is definitely news, and it's reflected in fashion designers' use of rich plum shades as a new contrast to black and grey. Complementing this fashion statement, Damson Plum offers a paler face with definitely cheeky cheeks -- two round apples just below the cheekbone in an ambered rose. Lips are rich, moist and defined in mauve for day or plum for night. Eyes are richly coloured, yet natural with shadow applied in layers for depth while eyeliner in a smoke shade and mascara in a soft black contribute to this fun, yet romantic look.

Estee Lauder

Inspired by the colours of a glacial landscape, Estee Lauder's Beyond the Blue reflects the warmth of the sun. Transparent blues, mauves and greys have subtle depths, while flashes of gold and finishing touches of matte black add intensity to the look. Beyond the Blue offers three colour palettes. An eyeshadow duo in Winterscape, a cool mix of crystalline blue and slate grey, pairs with lipstick in subtle, coppery pink the fragile lavender and soft brown shades of Mystique are a great foil for lipstick in a definite hot pink or there's Arctic Nights, blending a wispy peach and silvery blue - grey, to go with mulled brown lipstick. The look is completed with blusher in warm shades of peach, pinks and reds plus lip and nail colours in coppers, reds and pale pinks.

#### Lancôme

Lancôme offers Couleurs du Moment, which features contemporary face colours that set up every look -- day to day, morning till night -- making it easy to add more colour when needed. The actual shades are rich and autumnal -- greens, violets, russets and wines for a spontaneous, casual, romantic, refined, adventurous mood.

#### Max Factor International

Earthy is in at Max Factor International -- its fall statement, A New Interpretation of Earth, focuses on browns, mosses and other muted shades. Eyes are smokey with an eyeshadow quartet ranging from beige cream to deep brown, plus charcoal brown eyeliner for added impact. Cheeks blush with a natural tan and lips look good in creamy bold brown or a pearly tawny shade while sherry - shaded nail enamels complete the look.

#### Christian Dior

Christian Dior goes romantic and feminine with Velours, a collection inspired by velvet, which can be soft and subtle or intensified with vivid colours. Eyes look softly tender with five - colour eyeshadow compact in Dreamers, a monochrome of browns and subdued blues with a touch of rose. For an audaciously passionate effect, there's Blue Explosion, a mix of blues ranging from silver grey to intense blue. Eyeshadow in Greens and Bronze features greens ranging from the darkest to the most golden plus a pearly, green - tinted beige and a bronze green, and can be used to create either a subtle or a strong impact. Cheeks are either a tender rosy pink or an explosive orange. Lipstick shades run the gamut from a velvety woodsy rose and soft rose, to bright orange, striking coppery red, or no - holds - barred red. Nails wear a bright orange or an iridescent chestnut brown.

#### Clarion

As far as Clarion is concerned, fall is the time for jewel tones. Eyeshadow in Azure Skies is a pretty rainbow ranging from the palest mauve through dusty rose to a deep smokey blue and is perfectly enhanced by mascara in black/brown. Cheeks wear a sheer brick rose, lips go a deeper pink, and nails are in a delicate rose.

#### Clarins

Responding to the diversity of fashion this fall, Clarins presents its fall collection as three separate harmonies. To complement fashion's beige browns, warm monochromes and light shades such as ecru, there's Corail Harmony: Subtle Refinement. This palette is simple and subtle, yet spirited at the same time. Coral/chestnut eyeshadow, with its mix of beige dusty rose and medium brown, deepens and dramatizes eyes then blusher in a cinnamon shade adds a spicy touch, while lipstick in brandy and nail colour in natural beige complete the classic, elegant effect.

There's also a time for soft, tender shades, and the romantic, feminine trend is enhanced by Rose Harmony: Modern Romance. Eyes are misty in a soft pink/violet, while cheeks blush rosily and lips pout sweetly in gentle rose with ruby for nails to complete the effect.

The Red Harmony: Seductive Fantasy is exuberant and exciting, with simple reds transformed into crimsons and clarets, revealing pure but warm shades. Eyes are alluring in the palest shell pink teamed with deep taupe brown, while a delicate pinky beige gently tickles cheeks pink. As the final touches, deep currant toned lipstick and garnet red nail polish leave lips and nails with a rich, warm glow.

#### Chanel

The feeling at Chanel is dramatic and intense with Fauve, an assortment of shades and textures that reflect the transition of the seasons. The key to the look is a fresh, soft - looking face, and a peach blusher starts things off. For added colour and contrast there's blush in medium pink with a slight hint of brown. Fall eyes can choose Quadra Eye Shadow in Fauve, with dramatic coffee/walnut/bark/rose shades, or Sublimes in marine blue/beige/granite/clear. The monochromatic trend continues with eye colour in soft taupe while bronze or khaki eyeliner adds the final touch. Chanel lips

are very lush in rich, ripe berry tones or very natural tawny hues. Nails complement beautifully in berry, red, coral and beige enamel shades.

#### Cover Girl

The Essence of the Cover Girl look for fall is fresh and natural. Eyes go all sweetly innocent in wine and roses, a pretty palette of pale pink, mauve and plum, with dark brown eyeliner and black/brown mascara for gentle definition. The complexion is peachy pale, highlighted with a light dusting of blush in a misty mauve. Lips are subtle with a light blush of colour and nails are an exciting pink.

#### Revlon

For fall, Revlon reaches into the past for inspiration and interprets the fashion scene with feminine, romantic, sumptuous Suitably Ruby. Lips wear bold, rich, ruby red cream formulations or the frosted looks of deep wine berry, romantic feminine rose, and soft golden tan. A rich berry wine tone accents and defines lips. Nail enamel matches the main colour themes and includes a lush, rosy mauve. Eyes are dramatic with eyeshadows in Suitables featuring four shimmery shades of golden tan, slate grey, smokey wine and lush autumn brown. Blush focuses on cheeks with a subtle berry tone that adds just a whisper of soft colour.

#### Shiseido

The emphasis at Shiseido is on bright, sparkling style, as defined by Esprit + Humor by Serge Lutens. The look begins with eyeshadow in light brown and chestnut for a subtle, defined effect, or an intriguing mix of warm grey and luminous gold for sheer drama. Cheeks get a fresh, natural glow with blusher in earthy rose, powdery lavender or gossamer pink. Lips are full and rich in shades ranging from strong purple, deep rose, unabashed crimson and dark mauve rose, to wine red, muted coral and brown umber. A versatile transparent ivory nail lacquer co-ordinates with any lipstick colour.

#### L'Oreal

L'Oreal is in a rich, renaissance mood, offering Oh! So Rococo, an exciting collection of bold, intense shades. Eyes are enticing in green, buff and wine red, enhanced with eyeliner in a strong raisin shade and black mascara for impact and definition. Lips and nails make a definite impression in co-ordinating shades of pink, ruby, currant and fuchsia mauve.

#### Lise Watier

For fall, Lise Watier is going discreetly sophisticated with Les Irresistibles, a palette evoking the natural and muted shades of the season. Duo eyeshadows offer subtle combinations like berry/forest green, golden beige/bronze, light creamy beige/shimmery taupe and camel/grey flannel with waterproof eyeliner in a brown - black for contrast. Soft plum or terracotta shaded blush adds a subtle glow to cheeks while lips are tempting in deep cherry red, purple wine, berry, pink mocha, rustic red and red copper.

#### Elizabeth Arden

Delicacy, innocence and an endearing shyness are the key words at Elizabeth Arden, interpreted by The First Blush of Fall. Eyes go softly sensual in colours inspired by moss and rain with eyecolour in soft olive and misty grey or a duo which pairs creamy shell pink with luminous brandy bronze. Cheeks get a sheer, transparent wash of colour with pale violet or fragile brownish rose. Lips are more vivid, with a no-holds-barred crimson, golden brown, coral-tinged rose, tender mandarin and dainty rose. Nails are neutral or vibrant with dark carmine, true red or soft maroon.

#### Bonne Bell

Bonne Bell says that the rich, robust shades of cocoa look good for fall because they're warm, flattering and gloriously rich, like Cocoa, its fall shade statement. Eyes are inviting with three different eyeshadows, all in variations of the cocoa theme. Cheeks get a velvety glow from blusher in rosy brown or bronzy brown. For lips, there's burnt carmine, bronzy coral or deep, wine brown.

#### Ultima II

There are three new looks for fall from Ultima II. For day, there's The Long Lean Skirt, a finished effect that's accented by subtle eyes and vivid red lips. A soft medium brown, dove grey and a wash of pink are just right for understated eyes and lipcolour in vivid red fills the bill for racy red lips.

At night, the word is sensuous romance focussing on mauves and deep plums with The Sexxy Sheer. Eyes smoke up a storm in three shades of mysterious mauve and lipcolour in deep plummy red makes lips irresistible.

When it comes to weekends, The Swell Bell offers a naturally "naked" look for delicately shaded eyes while lips shimmer prettily in beige umber or wine tones.

Marcelle

Autumn's cool mists and warm, changing colours are the inspiration for Marcelle's Harvest Shades, a collection that features earth shades enhanced by the freshness of ripe plum and wild berries. The Warm Colour Group offers Shadow Duo, a rich, woodsy brown highlighted by subtle beige with eyeliner in warm taupe for natural-looking, yet intriguing eyes. Moisturizing blusher in neutral russet gently shades the cheeks, while lips and nails wear a delicate sunwarmed rose.

In the Cool Colour Group, eyes are mysterious in lush plum mixed with misty rose, with the added drama of a ripe mulberry to line and define. Cheeks wear a mellow delicate plum and for lips and nails, there's a sensuous mauve.

The Neutral Group offers eyeshadow in a sunny, golden ochre, and a deep burnt wood shade for lips.

Variety spices life

If any trend emerges from all this, it's that there is no real trend. As fashion designers have decided to allow women almost unlimited choice in what's in for fall, cosmetics companies have come up with fall/winter colour collections to match just about every look. With all these many - varied colour palettes to choose from, there's no reason why any woman, shouldn't look her best this season.

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**HEADLINE:** New tone for color stories; cosmetics manufacturers discard seasonal color stories

**BYLINE:** Kagan, Cara A.

**BODY:**

NEW YORK - The seasonal color stories that linked cosmetics to runway fashions have been an industry staple for years. But a growing number of manufacturers are breaking with a tradition that some think is passe.

Next spring, Prescriptives, Elizabeth Arden and Cover Girl will discard seasonal color stories in favor of other strategies, such as offering gift-with-purchase promotions in the spring and fall or emphasizing new products.

"Color stories do not have the same relevance today that they did years ago," said Victoria Connell, vice president of marketing development for makeup and skin care at Elizabeth Arden.

"Women don't have the time, money or inclination to change their colors every season. They know what colors look good on them and experiment within those shade ranges."

Nevertheless, firms like Lancôme and Ultima II are sticking with color promotions - but adding a twist. They will market new shades geared to lifestyle, rather than to what is shown on the runway.

This year, according to industry estimates, color cosmetics are expected to generate a total of \$ 4.9 billion in retail sales in mass and prestige outlets; fragrance will do \$ 4.6 billion, and treatment is expected to bring in \$ 2.2 billion.

Shade promotions can account for as little as 7 percent to as much as 20 percent of a company's color cosmetics sales, sources said. Most companies will run at least two or three seasonal statements - limited palettes of fashion colors - per year and some, such as classic Revlon, will run as many as five.

Manufacturers will begin putting their spring displays on counter as early as January and continue through March. The displays usually stay in stores for three to six months.

These days, however, the idea of seasonal color stories has become antiquated for some firms.

At Arden, for example, instead of such promotions twice a year, there will be an additional gwp during the spring and fall seasons.

For spring, Arden will offer a Five Star Skincare gwp, which includes five cosmetics and skin care products, with a \$ 27.50 treatment purchase.

Cover Girl has decided to focus its energies on other launches.

Last month, the company extended its shade range by 72 stockkeeping units to include color cosmetics for dark complected women. This month, Cover Girl will launch a 10-product skin care line.

Prescriptives gave up on seasonal shade promotions last fall when it launched its Pick 2 eyeshadow program, one that allowed consumers to select two eyeshadows from a range of 36 to create their own compact.

This spring, the company will expand the program with 20 additional shades and a refillable compact.

"We used to have pre-arranged seasonal color stories," noted Sylvie Chantecaille, senior executive of creative marketing at Prescriptives. "But I think it is an outdated philosophy. Most women will not be dictated to anymore."

As part of the shade expansion, Prescriptives will also introduce a collection of 14 new lip shades, called Hot Mouth. The new shades are more vibrant than the 41 neutral shades in the company's collection.

"I believe that color is an impulse item," said Barbara Zinn, vice president of cosmetics merchandising for Macy's East. "You need to spur excitement at the counter to get people to buy. If you are not going to do shade promotions, then you need something strong and valid enough, like Pick 2, to replace them."

Opting out of shade promotions is nothing new. Dan Brestle, president of Clinique, said that to his knowledge, the company has never done one.

"Unless we are launching a new product entirely, we don't call attention to our new shades," he said. "We update them frequently but incorporate them into our regular display."

Instead of shade promotions, Clinique invites its customers through direct mail to take part in Color Coaching events, held at least four times a year, with Clinique beauty advisers, who give makeovers and makeup lessons.

Lancôme's promotion, called "Reportage '93," divides 34 shades into two different palettes: Les Accessoires and Les Essentiels.

The Essentiels group is made up of neutral basics for lips, eyes and cheeks, while the Accessoires group consists of more vibrant colors for more dramatic looks.

This is the first time we are not saying plum or whatever is the color of the season," said Margaret Sharkey, senior vice president and deputy general manager of Lancôme. "We're trying to be more consumer-friendly and select a variety of different shades that almost any woman can use to put together several looks."

This season, Ultima II is redefining the typical shade promotion by featuring three different palettes. Each of the three is symbolized by a different type of apparel: The Little Black Dress, The Best Vest and The Clean White Jean. They represent various styles of dress for different times of day or events.

According to Andrea Robinson, president of marketing for Revlon's department store division, the company will continue this theme by doing three seasonal looks - at least twice a year - keyed to items of fashion or accessories.

"I think this is a fresh and terrific new concept," said Patty Payne, vice president of cosmetics at the Federated Merchandising division of Federated Department Stores. "I think women will be thrilled to tie fashion in with beauty. They are always looking for tips about which cosmetics go with which outfits."

Ann Gravseth, divisional merchandise manager for cosmetics and fragrances at J.C. Penney, said, "We see a lot of opportunities to tie the products in with our fashion departments."

Yet just as many firms are phasing out seasonal color stories, several manufacturers are trying to make their spring promotions more prominent by coupling shade statements with new product introductions.

Couture brands such as Givenchy, Yves Saint Laurent and Christian Dior see shade promotions as a way of connecting with their fashion counterparts.

"Some say seasonal shade promotions are old fashioned," said Dominique Szabo, senior vice president of product development worldwide for Estee Lauder. "But I say that it is the only way to get some people over to the counter."

Estee Lauder's Shades of the Rain Forest collection will serve as a launch pad for four colors of Signature Powder Blush Doubles that will be included in the seasonal offering and pushed at the counter.

The duo has both a matte and shimmer version of the same shade and is priced at \$ 25.

"We're putting more and more emphasis on having new products in our stories," said Muriel Gonzalez, senior vice president of marketing for Estee Lauder USA.

"There is a lot more impact at the counter when you have new colors and new products there at the same time."

Alexandra de Markoff's color promotion will aimed at women over age 35. Each shade in The Lights Fantastic collection has light-diffusing properties that the company claims minimizes fine lines and wrinkles.

At Chanel, when consumers come to the counter to see the spring colors, they will be invited to sample Chanel No. 5 and introduced to the company's new skin care system, Skin Care Confidence, said Jean Zimmerman, senior vice president of sales and marketing for Chanel Beaute.

Princess Marcella Borghese uses shade promotions to instruct women on how to put together current looks and to show women how to update the colors they already have at home, according to Mona Monaghan, senior vice president of marketing for Borghese.

In the mass market, many manufacturers and retailers balk at the idea of abandoning shade stories. Revlon, Almay and L'Oreal are enlarging the concept, with new products and shifts in emphasis.

"The bottom line is that shade promotions absolutely create impulse buying," said Janice Jacobs, cosmetics and fragrance buyer for Austin Drug. "Without them, there would definitely be something missing in my stores."

Susan Lund, cosmetics and fragrance buyer for Snyder Drugs in Minnetonka, Minn, added, "It is essential in self-service environments."

L'Oreal is using its spring color promotion, Go Overboard," to anchor its entire spring marketing drive, which will focus on rounding out the company's color cosmetics business.

Last fall, L'Oreal advertised its shade promotion, called "Fall Fatale," for the first time in three years. For 1993, \$ 1 million will be spent on a print campaign for the spring and fall promotions, according to Gerard Harris, vice president of marketing.

The spring shades will appear in the same displays as L'Oreal's new spring products.

One of the key new introductions will be the April relaunch of Creme Riche lipstick, which will be renamed Colour Riche Hydrating Lipcolor to emphasize both the product's color and moisturizing properties. The 48 shades will be \$ 6.25 apiece.

With Colour Riche Hydrating Lipcolor, Harris expects to increase L'Oreal's lipstick business by as much as 25 percent in the first year.

While Harris declined comment on sales figures or percentages, industry sources estimated that this year lipstick will represent roughly 20 percent of L'Oreal's \$ 150 million in wholesale volume for color cosmetics, or \$ 30 million.

According to Harris, the company will spend in excess of \$ 5 million on a print campaign, which will break in April and run throughout the rest of the year. More than 5 million lip color samples will be included in the ads.

The company's other big launch will include three shades of Accentuous, a defining mascara, priced at \$ 5.75 per tube.

The company will spend more than \$ 6 million on a print campaign for Accentuous that will begin in April and will run through the end of the year, according to Harris.

"For the past few years, we've concentrated on mascara and foundations," said Harris. "We're going to keep pushing in that area, while really exploding into color."

With "Easy Color Attitudes," its spring shade event, Almay will offer new versions of its best-selling clean and natural shades, rather than taking looks from the runway.

"In the past, we've sent out a higher color and somewhat of a glamour, message, but that's not really our consumer," said Cynthia Stremba, executive vice president of marketing for Almay.

This year, classic Revlon is also putting more emphasis on its color story by tying into the company's sponsorship of the Academy Awards.

Amy Frankel, executive vice president of marketing for Revlon, said, "We think we'll have more impact tying everything new together, rather than creating separate campaigns."

The color collection, called Behind the Scenes, will also be merchandised with several new Revlon products.

The new items include a collection of lip and eye liners with prices ranging from \$ 4.95 for Timeliner eye and lip pencils, to \$ 5.95 for Jetliner liquid eyeliner.

In addition, three new waterproof versions of Lashful mascara will sell for \$ 5.35 per tube.

Complete change, however, is still being heralded by some executives and retailers in the mass and prestige markets, as crucial to the health of the color cosmetics industry.

"We all want something new," said Penney's Gravseth. "Shade stories can have great colors and great concepts, but for the most part they are all just variations of the same theme. I hope Ultima's spring plan will spur other manufacturers on."

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**BYLINE:** Maria DiGiulian; THE WASHINGTON TIMES

**BODY:**

The Luminique store at Pentagon City looks like a fancy and imaginative chemistry laboratory.

The employees of the 7-year-old cosmetic company based in East Norwalk, Conn., boast they can create, in the store, makeup shades to match any skin tone.

While many of the base colors for foundations and powders are premixed, the shades can be lightened or darkened with color packets added to the bases.

"We've gone three shades lighter than any other foundation can go. So we can match someone if they're very, very fair," says Sue Triana, Luminique area manager and store manager for Pentagon City. "It's kind of like matching paint, the same basic thing."

The system is a bit complicated.

By holding a card with different colors to the client's face, the Luminique consultant determines the depth of skin shade, which Luminique calls the skin grade.

"Once we decide your grade, you're put into a cast," says Miss Triana. The cast breaks down the shading 16 more times to get an exact match to natural skin tone, taking into account hair and eye color.

Luminique makes 96 shades of foundation, and an additional 96 shades for dark skin will be ready for retail in September.

"We have four base color families that we work out of: a tan, a mauve, a blue and a peach," says Miss Triana. "Just like when you try clothing on, your skin accepts or rejects color. It does the same thing with makeup."

A makeover, which is available with any Luminique purchase, begins with the consultant striping the face with foundations from the four base color families to see which color the skin will accept.

The foundation that stays light and blends with the skin determines the color family. "And when people are a little off, we alter it wherever we need to," says Miss Triana.

Into all foundations Luminique adds a wrinkle and pore minimizer that is made of ground quartz. "When you have wrinkles or large pores, they create shadows, therefore they appear to be larger than they are. So when [the foundation] is applied to them, it reflects light out of them" and makes them appear smaller, says Miss Triana.

The colors for the blush, the eye makeup and the lipstick are determined within the same family as the foundation.

Being restricted to a color family does not diminish makeup choices with Luminique. Within each color family, the company offers 150 lipsticks, 46 shades of eye shadows and 76 shades of blush. This allows clients to change wardrobe colors but still remain within a basic color family of makeup.

Luminique will also add sunscreen to a foundation if the client requests it.

The makeup is good for the skin, Miss Triana says, because there is not much oil added. "There is not much oil in the lipsticks, so they don't float around and don't bleed too much." She also says that Luminique does not carry pressed powder compacts because pressed powders have more oil in them than Luminique would prefer.

Once colors are determined in a makeover and a client decides on certain products, the consultant makes the products individually. Each foundation, lipstick and blush is made from a list of numbered recipes. Mostly the client watches the consultant pour color additives mixed with castor oil from beakers into test tubes.

The Washington Times, July 31, 1990

To make lipstick, the colors are added to a premixed base, heated, spun in the Mistral Mixer (which looks like a centrifuge), then poured into a mold and chilled. The result is a custom-made lipstick.

The making of a foundation is not so difficult. A color packet is simply added to a prepackaged basic foundation and shaken.

Luminique's products are fragrance- and oil-free. The only store in the Washington area is on the second level at the Fashion Centre at Pentagon City. Products range from \$8 for an eye pencil to \$35 for a face powder cartridge.

#### Something fishy

Washington's Robin Weir is using what he calls "Caviar Pacs" to treat damaged hair.

He mixes caviar with clay, applies it to clients' hair and then blow-dries the hair for 20 minutes. The blow-drying fuses the mixture to the hair shaft, moisturizing the hair. Finally the concoction is rinsed out, and the result is naturally conditioned hair.

Mr. Weir says the mixture moisturizes hair because of the natural oils found in caviar. And he uses only American caviar: golden whitefish caviar for blonds, golden salmon caviar for redheads and American sturgeon caviar for dark hair.

Treatments, in the Robin Weir & Co. salons, cost \$25 individually, or \$100 for a series of five.

#### Greater impact

Alfin Inc., a New York company, has signed a distribution contract with Laura Ashley's perfume division to distribute the light, flowery Laura Ashley No. 1 perfume in department and specialty stores.

The perfume previously was available only in Laura Ashley boutiques.

Prices for the perfume will parallel prices in the shop, which now range from \$36 for .9 ounce of perfume to \$52 for 1.8 ounces.

Locally, Bloomingdale's will launch the Laura Ashley scent in mid-August.

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**SECTION:** Magazine; Page 32; Magazine Desk**LENGTH:** 632 words**HEADLINE:** SPRING BEAUTY REPORT;  
MUTED MAKEUP;  
THE BOLD FACIAL COLORS OF THE LATE '80S ARE GIVING WAY TO AN ASSORTMENT OF GENTLER  
HUES**BYLINE:** By PADDY CALISTRO**BODY:**

THE FACE OF SPRING, 1990, is simple. Subtle. It's an un-made-up look that replaces the bold, almost-harsh eye and lip colors of the late '80s with a full array of next-to-nothing colors that make faces look natural, if not naked.

1990 Los Angeles Times, February 25, 1990

In this sophisticated reprise of the '60s, eyes are shadowed with brown, gray or muted purple powders, rimmed with subtle lines of black or sable pencil and finished with two or three thin coats of mascara. The goal is to enhance the shape of the eye and create a lush-but-believable lash.

The new brown-toned lipsticks range from pale gold and beige to intense mahogany, flattering women of almost any complexion type. Makeup artists suggest that women select shades slightly darker than their natural lip color, providing more quiet contrast than obvious color on a monochromatic face. They dust a touch of blusher high on the cheekbones, the pink and coral powders offering little more than a hint of color. Most important is a foundation that matches the complexion exactly and provides a delicate sheen. The overall effect is that of well-moisturized skin, rather than one of a well-made-up face. "Nobody wants to look painted anymore, just healthy," says Tony Michaels, senior vice president of marketing at Lancome.

"With neutrals, there's nothing artificial-looking," says Ultima president Andrea Robinson, who introduced a collection of neutral makeup called The Naked in December. "If a woman thinks she has great eyes or lips, she can add a hit of color on her best feature and keep the rest of the face simple." Robinson admits to being most comfortable in brown lipstick and occasionally wears a stripe of chartreuse shadow on her otherwise beige eyelids. The Naked collection includes foundation, eye shadow, blush, face powder and lipstick in 35 variations of colorlessness. From a pasty porcelain-white powder and a deep-cocoa lipstick to an almost-charcoal shadow, there isn't a rainbow hue in the group.

Cocoa brown blush and cinnamon-toned eye makeup have been the best-selling shades in Stendahl's spring collection, which has been available since late December. Mary Boyette, vice president of cosmetics, attributes the company's success to women's need for basic, wear-with-everything shades. "They don't want to have to decide on which makeup colors to carry in their purse or travel with," she explains. "Brown and beige make it easy." But if *easy* isn't an adequate substitute for vibrant colors, Boyette suggests using pinks and corals to extend the earth-tone palette.

Some makeup artists suggest outlining the mouth with brown-toned lip pencil and filling in with color, a simple way to ease into neutrals again. Lauder's Leaman suggests lipsticks in shades of nectarine and geranium red to be worn with earth-toned eye shadows. Adds Lancome's Michaels: "A little touch of color looks younger than an all-over brown look."

French makeup designers Tyen of Christian Dior and Serge Lutens of Shiseido are designing more natural-looking faces this season, too. Lutens uses matte-finish orange and gold to highlight the lips of an otherwise neutral face. Tyen says he adds very delicate pinks to the face "for happiness," and when he applies pink to the lips, the upper lip is made darker than the lower to give shape and roundness to the mouth.

Spring's relaxed fashions, pale colors and easy hair styles lend themselves to barely-there makeup. "Strong color on the face looks out of place when the hair is soft and flowing," says Leaman, who selects the colors included in each Lauder collection. But that's not all that's determining the need for a natural look. Working women don't have time for complex grooming. "We aren't as coiffed and perfectly groomed as we used to be; we're a little freer," she says.

**GRAPHIC:** Photo, COLOR, New lipsticks range from beige to intense mahogany. Eyes are shadowed with brown, gray or muted purple. Ann Cutting

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Copyright 1989 Nationwide News Pty Limited  
Sunday Mail (SA)

June 4, 1989 Sunday

**LENGTH:** 496 words**HEADLINE:** The image maker**BODY:**

IF the stunning woman who turns heads is always somebody else,

you probably wish you could trade places with her.

Take heart, you can.

Just ask Rosemary Dungey.

She was a hairdresser who married and became a housewife and mother of a delightful daughter.

Just 12 months later, Rosemary is consultant and owner of what she claims is Australia's first World Wide Images studio.

Her studio, at the Barron Townhouse, in Hindley St, city, is not the ordinary hairdressing and beauty salon - although these services are readily available.

Rosemary's job is to give clients a totally different image, which will make you look good, and boost your self esteem and confidence.

After a session with Rosemary, you should be able to look into the mirror and say: "Wow, is that really me?"

"By the time we've finished with them, our clients - men and women - are not going to not know everything about themselves," she said.

World Wide Images is the brainchild of Americans Jack Cranny (he was the owner of a company marketing audio visual training material), Nevena Christie, a TV model (the bikini-clad body in Coppertone commercials), and famous Hollywood make-up artist William Tuttle.

Their company, spanning 22 years in the US but relatively new to Australia, has trained "thousands" of people around the world to become total image consultants.

In turn, these people are encouraged to open franchised studios dedicated to im-

#### WOMEN AT WORK

by Mary Palazzo

proving the looks of individuals or corporate bodies.

In general terms it is an extension of color coding, which became popular a few years ago.

However, World Wide Images doesn't tell people to toss out everything they have in their wardrobe and start again.

Color coding is used as a basis.

Sunday Mail (SA) June 4, 1989 Sunday

The consultant, after deciding whether a client's skin tone is "cool" or "warm" shows how to change make-up (in the case of women) to give a natural look; perhaps change the color and style of hair to the best possible advantage; and how to co-ordinate existing outfits (including accessories) and how to wear them.

If necessary, the consultant then will take the client shopping to help him or her select the "right" clothes to enhance the new image.

The consultant also teaches clients other techniques like posture, walking and even good nutrition.

For businesses, World Wide Image gets to work with a total corporate "look" which embraces every staff member, from receptionist to the managing director.

According to Rosemary, good health and good looks come from within.

"If a person feels good on the inside, he or she is going to look better on the outside," she said.

"My life has changed dramatically from a housewife with an ambition to be able to generate an income, to somebody who is confident and full of self esteem.

"I've become a lady who can go out and talk to people, be with them and able to share things with and them."

**GRAPHIC:** photo: rosemary dungey; Rosemary Dungey . . . total image

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March 17, 1985, Sunday, Bulldog Edition

**SECTION:** Metro; Part 2; Page 9; Column 1; Advance Desk

**LENGTH:** 597 words

**HEADLINE:** COLOR BUSINESS: A PIGMENT OF HIS IMAGINATION?

Los Angeles Times, March 17, 1985

**BYLINE:** By UPI**DATELINE:** SUNNYVALE, Calif.**BODY:**

A businessman preparing for an important meeting with a client decides to wear his gray pin-stripe suit because he thinks it makes him look more professional.

For dinner that night, his wife chooses a blue, off-the-shoulder dress because it makes her feel sexy and romantic.

Picking the right color of clothing and accessories may not seem at first like a fertile area for hatching a new business. But then again, computer pioneer Nolan Bushnell has not been one to follow traditional trails to success.

"Color awareness is very much in vogue right now," said Kip Atchley, director of project management for a new Bushnell company called I'ro. "There's an awareness of how to dress, not only growing in the women's market, but the men's market. It's in fashion to be in fashion."

Color analysis, which is a relatively new field, previously depended on the individual judgment, taste and preferences of a trained analyst. Consistency however, was sometimes missing.

Bushnell, who brought the world Atari computers and Chuck E. Cheese pizza restaurants, wanted to deflate the cost of color analysis to a price that the average man or woman could afford. That meant automating the process, which may cost \$100 or more when performed by a specialist.

Enter the computer, which can be programmed to match different skin, hair and eye colors with appropriate clothing, accessories and makeup.

**No Bias From Computer**

"The advantage of having a color consultation is that it will help you find the right colors in clothing and cosmetics to enhance and show off the coloring in your skin pigmentation and hair and eye colors," said Atchley.

"If a consultant likes certain colors or dislikes a certain color, the tendency may be to make recommendations on that bias," he said. "If they hate green, do you think they are going to go around and say green looks good on you?"

I've started out late last year with just one store specializing in color analysis, makeup and accessories sales. The company is waiting to see how the public accepts its first venture before deciding on expansion.

Workers at the I'ro store in a Sunnyvale shopping mall take skin readings with a light probe that relays the information to a small personal computer.

The computer automatically takes five readings of the light probe, Atchley said.

An operator then enters into the computer other data like eye color, height and weight. In minutes, the machine is able to come up with an individualized analysis that includes a range of color recommendations.

**Cosmetic Analysis**

Women can also get a cosmetic analysis with suggestions for different combinations of makeup, lipstick and nail polish -- plus fragrance recommendations. Preferred colors for jewelry and eyeglass frames are also suggested.

Included in the cost of the basic analysis (\$35) is a color wheel with samples that customers can refer to when shopping. Each customer also gets a computer printout including all color recommendations in a range of categories.

For men, the recommendations include colors for suits, shirts, ties, sports jackets and slacks. The computer also lists four of the best colors for each individual and advises the customer of colors to be avoided.

Color recommendations are made for women for dresses, business suits, skirts, blouses and accessories. There are also suggestions for evening wear, skirt and blouse combinations and casual clothing.

For an additional fee, the computer will suggest makeup combinations for a variety of situations ranging from exotic to sporty to sophisticated.

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Copyright 1984 The New York Times Company  
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October 29, 1984, Monday, Late City Final Edition

**SECTION:** Section C; Page 14, Column 2; Style Desk

**LENGTH:** 862 words

**HEADLINE:** THE COMPUTER IS A HIT AT THE COSMETICS COUNTER

**BYLINE:** By ANNE-MARIE SCHIRO

**BODY:**

The computer is the beauty industry's latest toy, and women seem to be responding to it as enthusiastically as children to the latest doll.

Customers are lining up at store counters that have beauty computers and waiting patiently to have their skin analyzed and makeup done electronically, even though everyone around them can see their clogged pores magnified 20 to 30 times on a television monitor. It's something new, and they want to try it.

On the Road

Elizabeth Arden's makeup computer made its debut in August at Macy's Herald Square store and has since been on the road to stores around the country. In September, two Japanese companies introduced theirs at Bloomingdale's as part of the store's "Japan Fair" promotion. Shiseido is ensconced on the store's fourth floor until Nov. 7, while Intelligent Skincare, a subsidiary of a door-to-door cosmetics company called Pola, is on the main floor.

"Customer response to the computers has been remarkable," Lester Gribetz, executive vice president of Bloomingdale's, said the other day. "Yesterday, 70 people were standing around looking at the demonstrations," he said. "Shiseido has quintupled its sales. And to our astonishment, I.S. - a totally unknown company - has been very strong. It's a tremendous step forward for the industry, and my feeling is that other companies are going to have to address customer response to the machines."

One reason there are not more machines is that the computers cost each company in the vicinity of \$1 million to develop. So it may be a while before they become commonplace.

Actually, there are two kinds of computer: one that analyzes the skin and recommends treatment products, and one that simulates the application of makeup to the customer's image on a video monitor. All three companies have both kinds, though they differ slightly.

At the Intelligent Skincare counter, the analyzer machine projects an image of a section of skin magnified 30 times onto a screen. This is fed into a computer, along with the customer's answers to a series of questions. A scope is touched to forehead, cheek and neck to determine complexion color. The customer is then asked what kind of makeup look she would like. Finally, a printout gives the condition of her skin, recommended beauty regimen and a list of suggested makeup colors.

The woman may then move on to the enjoyable part of the process: the color simulator. An image of her face is projected onto a screen, and the suggested makeup colors are electronically applied to it. The colors can be changed until the woman decides she looks beautiful. Meanwhile, no cosmetic has touched her face.

She may then have a complimentary makeup application. The company, of course, hopes she will buy the products the computer recommends.

International Skincare has 12 skin analyzers in Bloomingdale's stores. The color simulator will remain in New York through January and then return to Japan, where a more compact version is being produced.

#### Condition of the Skin

Shiseido's skin analyzer uses "replica paste," which is spread on the cheek and dries. It is peeled off and inserted into the machine, which magnifies it 20 times and reads the condition of the skin. A printout compares the subject's skin with ideal skin, then lists her skin texture and type and a recommended beauty regimen.

If the customer wishes to see herself made up on Shiseido's makeup simulator, she makes an appointment. A fee of \$35 is charged, which may be applied to purchases.

Shiseido's makeup simulator projects two faces onto the screen. On one side is the customer's face without makeup. On the other image, makeup is applied electronically so she sees herself before and after.

The demonstrator then fills in a form with suggested makeup colors, and the customer may go on to a makeup application.

Elizabeth Arden's skin analyzer is called the skin imaging computer. It magnifies the customer's forehead skin 25 to 30 times on a monitor, compares her skin to ideal skin for her age, digests data on sensitivity and oiliness, then computes and prints out the products she should use.

The company has these machines traveling around the country. One was at Bonwit Teller on 57th Street and then at Macy's Herald Square this month and will go to the Macy's in Colonie, N.Y., in January.

Arden has two makeup computers, called Elizabeth and Little Elizabeth. Elizabeth has three monitors, for three customers at the same time. Little Elizabeth has one monitor.

On either machine, the woman's makeup is first "removed" electronically. The machine can store four images of one face and display all four simultaneously for the customer to compare her natural look with three different makeups. The printout lists the makeup for all three faces. A \$25 charge is redeemable in Elizabeth Arden products.

"Elizabeth has been fully booked in each two-week promotion," John Cella, Arden's vice president for research and development, said. "And it's very much in demand by retailers. It's the beginning of a new era for the cosmetics industry. We think we're just scratching the surface."

**GRAPHIC:** Photo of beauty computer's video reading; Photos of makeup simulator and skin analysis

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The Daily Yomiuri

June 30, 1998, Tuesday

**SECTION:** Pg. 9

**LENGTH:** 348 words

**HEADLINE:** Shiseido, Kao offer virtual makeup

**BYLINE:** Yomiuri

**BODY:**

1 Two of the nation's major cosmetics makers, Shiseido Co. and Kao Corp., have independently developed computer systems that customers can use to try on virtual makeup without worrying about mistakes.

2 Using the new systems, which suggest the best makeup for customers, customers can learn professional cosmetic techniques.

3 Using a digital camera connected to a computer, Shiseido's Beauty displays a picture of a customer's face on its computer screen. From a menu, the user then chooses virtual makeup based either on features or complexion.

4 If "features" is chosen, the computer makes an assessment of the face, such as "feminine and glamorous," based on four categories: "cute," "mature," "sharp" and "soft."

5 After presenting the face with trimmed eyebrows in three styles, the system recommends the best makeup for facial features.

6 If "complexion" is chosen from the first menu, the computer judges the complexion to be "pink" or "yellowish," and selects the best three lip colors.

7 The customer may want other colors of lipstick, so the system tells how to arrange the colors on the cheeks and choose outfits to suit the color the customer likes.

8 Kao Sofina Makeup Advice System is also equipped with a digital camera and computer.

9 It analyzes users' faces based on 17 "lines," such as the line of the chin, and categorizes the customer into one of four groups, such as "sharp" or "soft."

10 The system shows the best makeup in accordance with the image that is selected from three presented on the computer.

11 Another selling point of the system is its ability to demonstrate techniques of applying makeup with pictures and audio explanations, such as how to use brushes for eye shadow colors.

12 "It is also useful for customers because it allows them to find the image of themselves they most prefer," Kao officials said.

13 Shiseido's system will be available from August at the company's showroom in Cosmetic Garden C, Shibuya Ward, Tokyo. Reservations are necessary.

14 Kao has been demonstrating its system at department stores since earlier this month.

**LOAD-DATE:** June 30, 1998